

Preface

On May 17, 1985, the Secretary of Agriculture approved newly revised regulations governing use and authorization of the name and emblem of 4-H Club work, as published in the Federal Register on August 2, 1985. In addition, there was an amendment to these regulations published in the Federal Register on March 17, 1987, clarifying definitions and further defining and expanding use of the 4-H name and emblem in 4-H fund-raising activities. These regulations serve as the U.S. Department of Agriculture's (USDA) policy statement on use of the 4-H name and emblem.

To assist Cooperative Extension workers at all levels and our cooperators in interpreting these regulations, a set of guidelines was developed by a national committee appointed by Extension Service, USDA, composed of national, State, and county Cooperative Extension workers and representatives of the National 4-H Council. These guidelines were accepted by the Extension 4-H Youth Subcommittee in January 1986 and formally approved by the Extension Committee on Organization and Policy of the National Association of State Land-Grant Universities and Colleges in February 1986.

The act of Congress pertaining to the 4-H Club Name and Emblem, the official regulations (as published in the *Federal Register*), and specific guidelines designed to assist you in interpreting the regulations are contained in this handbook.

The 4-H name and emblem and the youth program they represent have earned wide respect throughout our Nation and in many countries around the world. As Cooperative Extension workers, it is our responsibility to protect and promote use of the 4-H name and emblem in order to reflect the educational goals and achievements of 4-H. We hope these guidelines will assist you in carrying out this responsibility. Your cooperation and support are appreciated.

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Section I.

Act of Congress - 4-H Club Name and/or Emblem

Public Law 772-80th Congress
Chapter 645-2d Session
(H. R. 3190)

707.4-H Club Emblem Fraudulently Used

Whoever, with intent to defraud, wears or displays the sign or emblem of the 4-H clubs, consisting of a green four-leaf clover with stem, and the letter H in white or gold on each leaflet, or any insignia in colorable imitation thereof, for the purpose of inducing the belief that he is a member of, associated with, or an agent or representative for the 4- H clubs; or

Whoever, whether an individual, partnership, corporation or association, other than the 4-H clubs and those duly authorized by them, the representatives of the United States Department of Agriculture, the land grant colleges, and persons authorized by the Secretary of Agriculture, uses, within the United States, such emblem or any sign, insignia@ or symbol in colorable imitation thereof, or the words "4-H Club" or "4-H Clubs" or any combination of these or other words or characters in colorable imitation thereof -

Shall be fined not more than \$250 or imprisoned not more than six months, or both.

This section shall not make unlawful the use of any such emblem, sign, insignia, or words which was lawful on the date of enactment of this title.

Title 18, U.S.C. 707
June 25,1948

Section II.

Regulations Governing the Use and Authorization of the Name and Emblem of 4-H Club Work

Published in the Federal Register, August 2, 1985

Amended in the Federal Register, March 17, 1987

Sec.

- 8.1 Policy.
- 8.2 Delegation of authority.
- 8.3 Definitions.
- 8.4 Basic premises.
- 8.5 Revocation of present authorizations.
- 8.6 Authorization for use.
- 8.7 Continued use.
- 8.8 Use by public informational services.
- 8.9 Use in 4-H fund raising.

Authority: 5 U.S.C. 301; 18 U.S.C. 707

8.1 Policy.

The Cooperative Extension Service, of which the 4-H Club program is a part, invites and appreciates the cooperation of all organizations, agencies, and individuals whose interest, products, or services will contribute to the educational effort of the Cooperative Extension Service as conducted through the 4-H Club program.

8.2 Delegation of authority.

The Administrator of the Extension Service, United States Department of Agriculture, may authorize the use of the 4-H Club Name and Emblem in accordance with the regulations in this part.

8.3 Definitions.

"Cooperative Extension Service" as used in this part includes the entire Cooperative Extension System consisting of the Extension Service, United States Department of Agriculture; the State Cooperative Extension Services; and the County Cooperative Extension Services.

"County Cooperative Extension Service" as used in this part refers to a county Extension office or equivalent Extension office operating under a State Cooperative Extension Service-

"Extension Service, United States Department of Agriculture" as used in this part means the Federal agency within the United States Department of Agriculture which administers Federal agricultural cooperative extension programs.

"4-H Club Name and Emblem" as used in this part means the emblem consisting of a green four-leaf clover with stem and the letter "H" in white or gold on each leaflet, or any insignia in colorable imitation thereof, or the words, "4-H Club," "4-H Clubs" or any combination of these or other words or characters in colorable imitation thereof.

"State Cooperative Extension Service" as used in this part means an organization established at the land-grant college or university under the Smith-Lever Act of May 8, 1914,

as amended (7 U.S.C. 341-349); section 209(b) of the Act of October 26, 1974, as amended (D.C. Code, through section 31-1719(b); or section 1444 of the National Agricultural Research, Extension, and Teaching Policy Act of 1977, as amended (7 U.S.C. 3221).

8.4 Basic premises.

(a) The 4-H Club Name and Emblem are held in trust by the Secretary of Agriculture of the United States Department of Agriculture for the educational and character-building purposes of the 4-H program and can be used only as authorized by the statute and according to the authorization of the Secretary or designated representative.

(b) The 4-H Club Name and Emblem may be used by authorized representatives of the United States Department of Agriculture, the Cooperative Extension Services, the landgrant institutions, and the National 4-H Council, according to these regulations, for serving the educational needs and interests of 4-H youth.

(c) Any use of the 4-H Club Name and Emblem is forbidden if it exploits the 4-H programs, its volunteer leaders or 4-H youth participants or the United States Department of Agriculture, the Cooperative Extension Services, or the land-grant institutions, or their employees.

(d) The 4-H Club Name and Emblem shall not be used to imply endorsement of commercial firms, products, or services.

8.5 Revocation of present authorizations.

Effective September 16, 1985, authorization permits for the use of the 4-H Club Name and Emblem presently in effect will be revoked. However, such authorizations may be renewed upon written request.

8.6 Authorization for use.

(a) The Administrator of the Extension Service may grant authorization for use of the 4-H Club Name and Emblem:

(1) For educational or informational uses which the Cooperative Extension Service deems to be in the best interests of the 4-H program and which can be properly controlled by the Cooperative Extension Service.

(2) For services to youth which the Cooperative Extension Service determines it is not in a position itself to perform.

(b) Authorizations, when issued, will be valid for specified purposes and periods of time only. Application forms for requesting authorization to use the 4-H Club Name and Emblem may be obtained from the Administrator of the Extension Service, United States Department of Agriculture, Washington, D. C. 20250.

(c) Granting an authorization to an individual, organization, or institution for a specific use does not preclude granting a similar authorization to another individual, organization, or institution for the same or a similar purpose.

(d) All uses of the 4-H Club Name or Emblem shall be consistent with the educational purposes, character-building objectives, and dignity of the 4-H program and the 4-H Club Name or Emblem shall be given a position of prominence. It is not permissible to superimpose any letter, design, or object on the 4-H Club Emblem, or to materially alter its

intended shape.

(e) Specific authorization is not required to use the 4-H Club Name or Emblem in media such as newspapers, periodicals, and radio and television programs when such use is primarily for educational or informational purposes. Likewise, specific authorization is not required to use the 4-H Club Name or Emblem in those exhibits, displays, etc., which are designed primarily to pay tribute to or salute the 4-H program and are in keeping with the policies enunciated herein.

(f) Authorization must be obtained for use of the 4-H Club Name or Emblem by other than representatives of the Cooperative Extension Service, the land-grant institutions, and the National 4-H Council in connection with contests and awards, books, booklets, charts, posters, and all other forms of publications; all calendars regardless of origin or use; theatrical and nontheatrical motion pictures; slides, slide films, and other visual and audio-visual materials; supplies (whether to be sold or provided without charge); and titles of persons.

(g) Any authorization or permission for use of the 4-H Club Name and Emblem may be revoked at any time after written notice.

8.7 Continued use.

(a) The Cooperative Extension Services, land-grant institutions, local 4-H Clubs and groups and other officially affiliated 4-H organizations recognized by the Secretary of Agriculture and the Cooperative Extension Service are authorized to use the 4-H Club Name or Emblem:

(1) For their own educational or information purposes according to these regulations;

(2) On materials which are originated, requested, purchased, distributed, or sold by them for use in their respective geographical areas of responsibilities;

(3) Except as specifically authorized by the above-named organizations for use within the respective geographic boundaries specified (club or group, county, area, State) and as provided for in paragraph (4) of this section, manufacturers, wholesalers, jobbers, retailers, purchasers or others cannot manufacture, sell, or distribute materials bearing the 4-H Club Name or Emblem.

(4) Any proposal for distribution on an interstate, regional, or nationwide basis of materials, supplies, and similar items bearing the 4-H Club Name or Emblem which originates with an organization or individual not affiliated with the Cooperative Extension Service shall be brought to the attention of the Administrator of the Extension Service, United States Department of Agriculture, for approval.

8.8 Use by public informational services.

(a) In any advertisement, display, exhibit, visual and audio-visual material, news release, publication in any form, radio and television program devoted in whole or in part to 4-H, the 4-H message or salute must be distinctly set apart from any commercial product message or reference.

(b) Advertisements, news releases, publications in any form, visuals and audio-visuals, or displays in any form must not include actual or implied testimonials or endorsements of business firms, commercial products or services, either by 4-H Clubs, other 4-H organizations and affiliated groups, 4-H youth participants, volunteer 4-H leaders, the Cooperative Extension Services, the land-grant institutions, USDA, or by any employees associated with any of the foregoing. Statements that a product is used or preferred to the exclusion of similar products are not permitted.

(c) The granting of an authorization to a non-Extension affiliated agency, organization or

individual, for production of films, visual and audio-visual materials, books, publications in any form, etc., is contingent upon approval of the initial proposal and subject to review of the script of the visual or audio-visual or draft of the publication when the draft is in the final working form.

8.9 Use in 4-H fund raising.

(a) Fund-raising programs using the 4-H Name or Emblem may be carried out for specific educational purposes. Such fund-raising programs and use of the 4-H name and emblem on, or associated with, products, and services for such purposes must have the approval of appropriate Cooperative Extension office, as follows:

(1) Approval of the County Cooperative Extension Service, or the appropriate land-grant institution, if the fund-raising program is confined to the area served by the County Cooperative Extension Service.

(2) Approval of the State Cooperative Extension Service, or the appropriate land-grant institution, if the fund-raising program is multi-county or Statewide.

(3) Approval of the Administrator of the Extension Service, United States Department of Agriculture, or a designee, if the fund-raising program is multi-State or Nationwide.

(b) When used to promote 4-H educational programs, the 4-H Club name and emblem, subject to obtaining authorization as provided in these regulations, may be used on or associated with products and services sold in connection with 4-H fund-raising programs so long as no endorsement or the appearance of an endorsement of a commercial firm, product or service is either intended or effected. Tributes to 4-H contained on or associated with commercial products or services, when such products or services are used for fund-raising activities, are subject to the requirements of this paragraph. All moneys received from 4-H fund-raising programs, except those necessary to pay reasonable expenses, must be expended to further the 4-H educational programs.

Done at Washington, D.C. this 17th day of May, 1985.

/S/ JOHN R. BLOCK,
Secretary of Agriculture.

Amendment Done at Washington, D.C. this 4th day of
March, 1987.

/S/ RICHARD E. LYNCH
Secretary of Agriculture

Section III.

Guidelines for Authorizing Use of the 4-H Name and/or Emblem

The Secretary of Agriculture has delegated overall responsibility to the Administrator, Extension Service, U.S. Department of Agriculture, to authorize use of the 4-H Club name and emblem in accordance with the regulations governing their use.

Authorization to use the 4-H Club name and/or emblem is given:

1. For educational or informational uses which the Cooperative Extension Service deems to be in the best interests of the 4-H program and which can be properly controlled by the Cooperative Extension Service.
2. For services to youth which the Cooperative Extension Service determines it is not in a Position itself to perform.

The following entities are authorized to use the 4-H name and emblem:

1. Extension Service, USDA.
- *2. Administrative Offices of the Cooperative Extension Services in each State, Puerto Rico, District of Columbia, Virgin Islands, Guam, American Samoa, the Northern Mariana Islands, and the Trust Territory of the Pacific Islands (other than the Northern Mariana Islands).
3. State 4-H Offices.
- * *4. County Extension Offices. including 4-H units in independent cities.
5. National 4-H Council for use in carrying out requested 4-H programs on **behalf of the** Cooperative Extension Service and Extension Service, USDA.

More specifically, their authority is as follows:

1. The Deputy Administrator for 4-H Youth Programs may authorize use of the 4-H name and/or emblem for special programs, services, supplies, etc., which are to be offered, distributed, or sold nationwide or in more than one State.
2. The Directors/Administrators of Cooperative Extension Services and Assistant Directors, 4-H and State 4-H Leaders may authorize use of the 4-H name and emblem for specific programs, services, supplies, etc., which are to be offered, distributed, or sold statewide or in more than one county.
3. The County Extension Chair and/or 4-H agent may authorize use of the 4-H name and emblem for specific programs, services, supplies, etc., which are to be offered, distributed, or sold within the specific county only.

*Refers to administrative offices located at both 1862 and 1890 universities and colleges and Tuskegee University.

* *Includes parishes and other similar legal geographic areas.

The National 4-H Council President is authorized to use the 4-H name and emblem in support of such programs as the National 4-H Supply Service, awards programs involving 4-H donors, educational aids, and leadership education programs and publications.

Terms of Authorization

Authorizations for use of the 4-H name and emblem at the national level are generally given for a specific purpose and period of time by the Extension Service, USDA. Generally, this is for a 3-year period; however, in the case of a book, publication, or visual, authorization is granted for the life of the item. At the national level, a special form is available to obtain authorization. (See appendix A.) Authorization for use of the 4-H name and emblem by other groups at State and county levels should have specified time frames not in excess of 3 years.

There must be some form of a written agreement, memorandum of understanding, or a contract between the individual, organization, institution, or group to whom authorization has been granted to use the 4-H name and emblem and the designated persons responsible for granting authorization at the appropriate level of geographic jurisdiction. The written agreement can be in the form of the 4-H Club charter, letter, or other document devised by responsible units of the Cooperative Extension Service at State or county levels. (See appendices B and C for samples of forms. Appendix C, 4-H Charter, is available from USDA.)

Use of 4-H Name and/or Emblem

General

The official 4-H emblem consists of a green four-leaf clover with stem and the letter "H" in white or gold on each leaflet. The 4-H emblem pictured on the cover of this publication most nearly reflects that which is described in the 4-H name and emblem law and is thus recommended for use nationwide.

The four-leaf clover with stem and the letter "H" in white or gold on each leaflet may also appear, if necessary, in other colors and still be considered the official 4-H emblem. For example, when it is not possible to use the color green for the emblem, as in printing on fabric, plaques, and trophies, other colors may be used.

When used, the 4-H Club name and emblem shall be given a position of prominence. *It is not permissible to superimpose any letter, design, or object on the 4-H emblem or to alter its shape* in audiovisuals, on stationery over which a letter is written or typed, certificates, publications, etc.

Any use of the 4-H Club name and emblem is forbidden if it exploits the 4-H program, its volunteer leaders, or 4-H youth participants or the United States Department of Agriculture, Cooperative Extension Services of the Land-Grant Universities, or their employees. Also, the 4-H Club name and emblem cannot be used to imply endorsement of commercial firms, products, or services.

Specific Uses

4-H Supplies

Manufacturers, wholesalers, jobbers, retailers, purchasers, or others cannot manufacture, sell, distribute, or advertise items bearing the 4-H name or emblem unless authorized to do so, and then only within the respective geographical area within the jurisdiction of the authorizing agent as defined on page 7,

The National 4-H Supply Service, National 4-H Council, insofar as possible, is the official primary source of supplies, paraphernalia, and other similar items bearing the 4-H name or emblem, and is thus its national authorized agent. As such, the National 4-H Supply Service should be consulted initially to determine the availability of items desired at all levels of 4-H. When the National 4-H Supply Service determines that, for acceptable reason(s), the 4-H organization may be better served by using an authorized alternative source, the authorized agent can approve the 4-H emblem for use in the respective geographical area of authority.

Contests, Awards

Donor or sponsor identification and involvement with a 4-H contest or awards program(s) will

Programs

be approved only as a result of an agreement between the Cooperative Extension Service and the donor or sponsor as to the type of award, purpose of the award, criteria on which the award will be given, and/or the rules and regulations under which a contest or awards program shall be conducted.

Any sponsor, donor, organization, individual, or group wishing to cooperate with the Cooperative Extension Service in sponsoring an award or contest shall receive authorization to use the 4-H name and emblem from an appropriate person in their geographical area of responsibility prior to issuing any publicity or promotional materials related to the award or contest.

Donors of 4-H awards or cooperating sponsors of 4-H contests should be recognized **by** the Cooperative Extension Service in ways that show appreciation, but do not imply endorsement of the donor's product. Likewise, donors should be permitted to publicize their association and involvement with 4-H, but focus should be on 4-H rather than on sales promotions.

Any tangible item given by a donor as a 4-H award that incorporates the 4-H emblem as a part of the item shall use the official shape and design of the 4-H emblem as prescribed in the regulations.

Donors of 4-H awards or cooperating sponsors of 4-H contests cannot require the use of or refer to specific brand name products or services as a criteria for an award or in conducting a contest.

If the name or emblem of 4-H is used in conjunction with a donor or sponsor's name on any 4-H award or in printed or visual material used in publicizing, promoting, or conducting a 4-H contest, the 4-H name and emblem shall be given a position of prominence.

In conjunction with a 4-H contest or other programs for which awards are given (demonstrations, exhibits, or displays), the use of brand name products or services should be discouraged.

A national or State organization which sells exhibit space and permits samples using the 4-H name and emblem should inform the exhibitor that such authorization is for that State only and that multi-stage follow-up requires authorization from the Deputy Administrator of Extension, 4-H Youth Programs, USDA, Washington, DC 20250-0900.

Use by Public Informational Services, in Publications and Visual Productions

1. Use by Public Information Services

The impact and prestige of the 4-H program have long been recognized. It is for this reason that it is essential to maintain the objectivity and impartiality of the 4-H program.

Many organizations are eager to pay tribute to 4-H for its significant contributions to youth development. This, if handled appropriately, is advantageous for both. A common sense rule is: "If the primary and most significant benefit accrued by the use of the name and emblem will be to the 4-H program rather than a commercial entity, then it is appropriate and acceptable to proceed,"

a. National 4-H Week Newspaper Supplements

There are several methods used to honor 4-H achievements during National 4-H Week. In addition to a 4-H Week kit distributed to all counties from the Extension Service, USDA, and National 4-H Council, local sponsors may wish to honor 4-H accomplishments through special ads or materials. The focus of these ads or materials should be an endorsement of or tribute to 4-H, not 4-H's endorsement of the product.

- b. Special 4-H Days or Events Supported by a Private Enterprise 4-H groups often participate in events arranged and conducted by private enterprise companies and organizations. When 4-H'ers participate, their primary role should be to promote the 4-H program and not the product, membership, religion, or politics of the organizer.

- c. Use of 4-H members in Special Events on Behalf of a Private Enterprise

Many 4-H groups participate in fashion revues, project demonstrations at shopping centers, hosting for private concerns, etc. Some of these occasions require ties to products. These may include (1) modeling at a specific department store, (2) demonstrating new products at a grocery store, and (3) assisting in tours of a new manufacturing facility. These activities should be carried out to further the educational objectives of 4-H.

- d. General Publicity in Press, Radio, and TV

Public exposure for 4-H is appropriate and beneficial to 4-H. There are frequent occasions, however, when interest might be expressed by a private enterprise to have 4-H identified with specific products. Care should be taken to ensure that products or product names are concealed or otherwise obscured during photo or filming sessions and in written media releases. This will help to avoid any misunderstanding regarding product ties or endorsement by 4-H.

In the event commercial groups sponsor regular or special 4-H radio or TV programs, encourage such sponsors to conclude the program with a statement that this program is being provided as a public service in behalf of 4-H.

2. Use in Books and Visual Productions

Authorization must be obtained at the appropriate level (county, State, or national) for use of the 4-H name and emblem in connection with books, booklets, charts, posters, and similar printed material; theatrical and nontheatrical motion pictures, slides, slide films, and other visual and audiovisual materials.

Granting of authorization to use the 4-H name or emblem for these purposes is contingent upon approval of the initial proposal and subject to review of the script, visual or audiovisual, or draft of the book or other publication when the draft is in the final working form.

National and Regional Calendars

- 1. Any organization wishing to produce a calendar bearing the 4-H name and emblem for sale, or involving commercial advertising with distribution on a regional (more than one State) or national basis, shall submit a proposal outlining the following to National 4-H Council.
 - a. Samples of the types of calendars on which the manufacturer wishes to use the 4-H name and emblem including complete specifications as to size, artwork, and copy.
 - b. Statement of plans for promotion, sales, and distributing must include prices in various quantities, extent of sales, territory to be covered, and means of distribution. Copies of any sales promotion literature referring to 4-H should be provided.
- 2. National 4-H Council in consultation with the Extension Service, USDA, determines that plans are consistent with the objectives of 4-H and regulations governing ii. The organization proposing sale of such calendars shall then be

asked to submit an application to use the 4-H name and emblem to Extension Service, USDA. Calendar companies are encouraged to file a Memorandum of Understanding with the National 4-H Council *prior to submission of authorization*.

3. National 4-H Council will clear in advance with the Extension Service, USDA, the artwork, copy, photos, and other materials to be used on each calendar, each year.
4. Calendar manufacturers will fully inform their sales, educational, and promotional staffs concerning the objectives of 4-H and the Cooperative Extension Service and familiarize them with the rules and regulations governing sales of 4-H calendars.

State and County Calendars

1. Any organization wishing to produce a calendar bearing the 4-H name and emblem for purposes of sale or commercial advertising, and which is limited to distribution in a single county, shall submit a proposal to the county Extension office. If the calendar is to be distributed to more than one county, the proposal must be submitted to the State 4-H office. The proposal will include samples of the type of calendar proposed including artwork and design, with details of plans for promotion, sales, and distribution.
2. Copy, artwork, subject matter, and information appearing on the calendar shall not in any way imply endorsement of the sponsor, its products or services by the U.S. Department of Agriculture, land-grant universities, Extension Service, or the 4-H youth program.
3. Space devoted to advertising should not exceed 10 percent of the total calendar space. No calendars will be sold or distributed through any business or organization whose sponsorship might reflect unfavorably on the Cooperative Extension Service or 4-H. Advertisers accepted shall be consistent with the educational objectives of the 4-H program.
4. Use of the 4-H name and emblem on the calendar itself shall be consistent with the regulations governing their use.
5. Persons authorized to grant use of the 4-H name and emblem on State and local calendars should review annually with the organization producing the calendars the artwork, design, copy, and distribution plans.

Use in Titles of Persons

The 4-H name may not be used in titles of persons who are associated with organizations or groups other than representatives of the Cooperative Extension Service who have an officially designated responsibility or liaison with 4-H.

Use in Labeling

Use of the 4-H name and emblem on beef and other animal carcasses or on 4-H-made or 4-H-grown products produced by 4-H members is permitted when such use is in keeping with Extension policies of the State and authorization is obtained at the appropriate level.

Use in 4-H Exchange Programs

4-H exchange programs shall be considered a part of the total 4-H program and must adhere to all pertinent 4-H name and emblem regulations. Such 4-H exchange programs must receive authorization at the appropriate level.

State and County Organizations

Support groups, such as State and county 4-H foundations, 4-H leader organizations, and other affiliated 4-H organizations recognized by the Secretary of Agriculture and the Extension Service, USDA, and other designated people at geographic levels of responsibility, are authorized to use the 4-H Club name and emblem for their specific educational or informational purposes and on materials which are originated, requested, purchased, distributed, or sold by them for their use in their respective geographical areas of responsibility.

Raising Funds for 4-H

Federal, State, and county tax funds are the major source of support for all Cooperative Extension Service programs, including 4-H. These funds are used to carry out the Cooperative Extension Service's mission as an educational arm of the U.S. Department of Agriculture and land-grant universities. There are some educational efforts provided through 4-H which cannot be supported properly by tax funds alone. Private support moneys should be:

1. Given and used for priority educational purposes.
2. Accounted for efficiently.

Certain guides were identified relating to the use of the 4-H name and emblem in fund-raising as set forth in Section 8.9 of the revised regulations published in the *Federal Register*, August 2, 1985; as amended in the *Federal Register*, March 17, 1987

Section IV

Criteria for Authorizing Use of the 4-H Name and/or Emblem on Commercial Products and Services, and for Other Uses

- In connection with 4-H fund-raising purposes, the following disclaimer statement must be used on products or services offered for sale:

"A portion of the sales price of this product or service will be used to promote 4-H educational programs. No endorsement of the product or service by 4-H is implied or intended."
- In the case of fund-raising programs, there must be a definite plan for accounting of those funds prior to authorization. Such a plan should be within the **policy** guidelines of the State for handling funds.
- The commercial product or service must be compatible with the purposes and objectives of 4-H; for example, good nutrition, good health, and so forth.
- The benefits to 4-H from the association of the name and emblem with the commercial product must have value beyond any monetary return from sale of the product; for example, providing good will or increasing visibility of 4@H.
- The proposed use of the 4-H name and emblem must be consistent with the official regulations governing use of the 4-H name and emblem. For example, design must not imply endorsement of commercial products or services; tributes to 4-H by commercial organizations must be worded so as not to imply endorsement, and so on. When used, the 4-H logo and name are to be distinctly set apart from the company name and logo. It may be advisable to use only the name, 4-H Clubs, instead of the 4-H logo. Except in unusual circumstances, the following statement must accompany the 4-H name and emblem: "No endorsement of the product or service by 4-H is implied or intended"
- The products or services on which the 4-H name and emblem are used must meet all applicable legal requirements relating to health and safety standards established for such items. Every effort must be made to insure that such products and services are **of** high quality and free from defects. In addition, inquiries are to be made to determine the reliability and reputation of the business organization and individuals providing such products and services or offering fund-raising programs in behalf of 4-H.
- In proposing use of the 4-H name and emblem on products, supply items, books, booklets, charts, posters, other forms of publications, calendars, motion picture scripts, slides, and other visual and audiovisual materials, a sample or sketch of such items should be provided to insure high standards and promotion of a positive image of 4-H.

Section V

Procedures for Reporting Violations

Accompanying the authorization to grant permission to use the 4-H name and emblem is the responsibility to see that the regulations are followed. The suggested procedures for reporting violations are as follows:

1. Any alleged violation should be identified in writing accompanied **by** adequate documentation to the appropriate individual at county, State, or national level at which the violation occurred:

Administrator, Extension Service, or Deputy Administrator, 4-H Youth Programs, if the violation is nationwide or involves more than one State.

Directors or Administrators of Cooperative Extension Services or State 4-H Office if the violation is statewide or involves more than one county. County Extension offices if the violation occurs within a specific county.

2. If after reviewing the facts of the alleged violation it appears that there is cause, a written notification stating the reasons for the appearance of violation and a request to desist should be submitted to the person or firm in question.
3. If such notification does not result in satisfactory action on the part of the person or firm in question, the matter should then be turned over to legal counsel of the Office of the General Counsel, USDA (in the case of violations at the national level) or to the land-grant university attorney (in cases of offenses at the State or county level).

Appendix A - Application Form for Authorization To Use the 4-H Club Name or Emblem

UNITED STATES DEPARTMENT OF AGRICULTURE

EXTENSION SERVICE

WASHINGTON, D. C. 20250

APPLICATION FOR AUTHORIZATION TO USE THE 4-H CLUB NAME OR EMBLEM

(Under provisions of Act of June 25, 1948, Public Law No. 772, 80th Congress, 18 USC 707)

Applications for authorization to use the 4-H Club name or emblem must be submitted to the Administrator, Extension Service, U. S. Department of Agriculture, Washington, D. C. 20250.

If authorization is granted, it will be accepted with the understanding that:

- a. 4-H name or emblem will be used only as specified in this application.
- b. Authorization does not constitute exclusive use of the 4-H name or emblem for this or any other purpose by this organization.
- c. Similar authorizations may be granted to competing organizations on request.
- d. This authorization is revocable at the discretion of the Administrator, Extension Service.

Receipt is acknowledged of the regulations, including the Act of Congress, concerning the use of the name and emblem of 4-H Club work as printed in the Federal Register on Agreement is hereby made to abide by all of the regulations therein.

Please fill in the form on the next page.

(Signature of Applicant)

(Title)

(Date)

ES-04(5185)

APPLICATION

Name of individual, partnership, corporation, or association

Organizational Address (Give complete mailing address & Zip Code)

Name of Authorized Representative

Telephone number
(include area code)

Tenure of Authorization Requested

Proposed Use of the 4-H Name or Emblem (State specifically)

Plan for sale or distribution of product (if a product is involved)
(Check as many as apply.)

☐

on order of State 4-H Leader only.

☐

on orders approved by State 4-H Leader.

☐

on orders from Extension agents.

☐

other (specify)

If possible, submit sample of product showing proposed use of the 4-H name or emblem. List samples of products or exhibits submitted.

Appendix B - Sample Letters Authorizing Use of 4-H Name and Emblem

(Request)

John Smith
County Extension Agent
Court House
Someplace, Minnesota 55741

Dear Mr. Smith:

A group of 7 boys and 12 girls would like to begin a 4-H Club (unit) in our town. This group plans to meet every other Wednesday. I have been asked to serve as one of their volunteer leaders.

This letter is to request authorization from your office to use the 4-H name and emblem in connection with this 4-H Club (unit). We would also like to have information on the types of projects available, how to get project materials, and any other information we will need to complete our becoming organized as an official 4-H Club (unit).

Since the group plans to meet within the next 2 weeks, we would appreciate having a reply as soon as possible.

Sincerely,

Jane Doe
2400 12th Street
Location, Minnesota 55708

(Reply)

Jane Doe
2400 12th Street
Location, Minnesota 55708

Dear Ms. Doe:

Thank you for your letter and for your interest in serving as a 4-H leader for a new 4-H Club (unit). Enclosed are the materials you requested to complete your 4-H Club (unit) enrollment

I am pleased to welcome your group to 4-H and to authorize the use of the 4-H name and emblem in connection with the club's (unit's) program and activities. If I may be of assistance to you, please let me know.

Sincerely,

John Smith
Local Extension Agent

Enclosures

(Sample Form)

REQUEST FOR OFFICIAL APPROVAL FOR ESTABLISHMENT OF NEW 4-H UNIT

Name of Group: Type of 4-H Group:

(4-H Club, 4-H Special Interest Group, County 4-H Leaders Council,
and so forth)

Purposes of Group:

(To carry out a 4-H Bicycle Care and Safety Program.)

or

(To carry out a continuous 4-H Club program serving the needs of youth in Newpark Community,
providing them a variety of 4-H project learning opportunities.)

or

(To establish a continuing county 4-H support function including securing private funds and other
resources for county-wide 4-H programs.)

Volunteer Leader or Other Person in Charge of 4-H unit: _____

OFFICIAL APPROVAL FOR NEW 4-H UNIT

On the basis of the above purpose(s), the

(name or type of group)

is authorized to use the 4-H name and emblem in connection with its program and
activities and is considered an official 4-H unit of the Cooperative Extension Service.

(County Extension Agent
or
State 4-H Leader)

The Cooperative Extension System, a nationwide educational network established through legislation, is a partnership of the U.S. Department of Agriculture, state landgrant universities, and county government.

The United States Department of Agriculture (USDA) prohibits discrimination in its programs on the basis of race, color, national origin, sex, religion, age, disability, political beliefs, and marital or familial status. (Not all prohibited bases apply to all programs.) Persons with disabilities who require alternative means for communication of program information (braille, large print, audiotape, etc.) should contact the USDA Office of Communications at (202) 720-5881 (voice) or (202) 720-7808 (TDD).

To file a complaint, write the Secretary of Agriculture, U.S. Department of Agriculture, Washington, DC 20250 or call (202) 720-7327 (voice) or (202) 720-1127 (TDD). USDA is an equal employment opportunity employer.

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